Introduction to Radio as a Mass-Medium

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https://www.youtube.com/channel/UCdkxo7fhISE8kzyKolTL8IQ
http://mukulmedia.blogspot.com/
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http://www.lkouniv.ac.in/

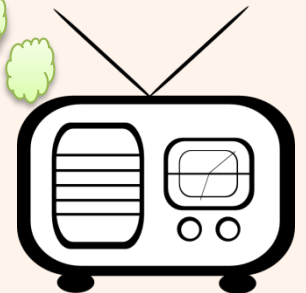# Introduction to Radio as a Mass- Medium

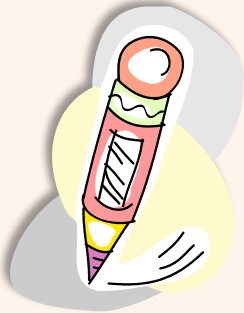Mukul Srivastava

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A LITTLE ABOUT RADIO

1. Medium of Sound and Voice

2. Link between Speakers and Listeners

3. Intimate Medium

4. Mobile Medium

5. Quick and Inexpensive Medium
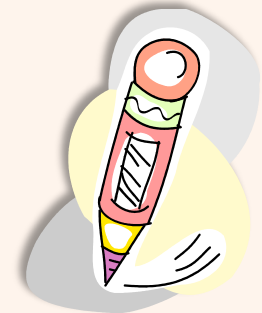
6. Medium with Limitations

ROLES OF RADIO AS A MASS MEDIUM

EDUCATION

INFORMATION

ENTERTAINMENT

HOW IMPORTANT IS RADIO IN MY LIFE ?

No news allowed yet, restrictions in reacting to emergencies but still is a major source for information

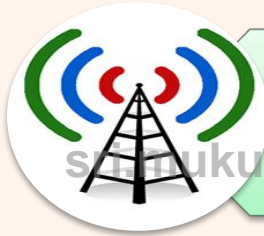An escape from Multi-channel TV, internet, mobile content, movies

Busy lives, long working hours, long commutes (often on public transport) …tune in take a break !

Portable, inexpensive and great entertainment

RADIO PROGRAMMING : TODAY AND TOMORROW

Introduction of Frequency Modulation (FM) Channels in metro cities

The Gyan Vani network allotted to IGNOU for broadcasting programs on education and development

Concept of Community Radio or 'narrow casting'

Radio emerging as Popular Media with the youth of India

ELEMENTS OF RADIO

The elements of radio help create a picture / image in the listeners' minds. These elements should accomplish the following three distinct purposes: attracting immediate interest, curiosity and maintaining that interest through a particular presentation, satisfying the audience's attention. Some of them are as follows:

VOICE

SOUND

AURAL SENSE APPEAL

RAPID GETAWAY

MUSIC

RADIO WRITING TECHNIQUES

AURAL SENSE APPEAL

RAPID GETAWAY

POWER OF SUGGESTION

PACING AND TIMING

FREEDOM OF MOVEMENT

CONFLICT

DIFFERENT RADIO PROGRAMME FORMATS

RADIO TALK

RADIO FEATURE

RADIO PLAY

RADIO INTERVIEW

WHAT IS RADIO TALK ?

•Radio talk is a radio format containing discussion about topical issues. Most shows are regularly hosted by a single individual, and often feature interviews with a number of different guests.

•Talk radio typically includes an element of listener participation, usually by broadcasting live conversations between the host and listeners who "call in" (usually via telephone) to the show.

•Listener contributions are usually screened by a show's producer(s) in order to maximize audience interest and, in the case of commercial talk radio, attract advertisers.

FORMAT FOR WRITING A RADIO TALK

For a radio talk,

- the discussion should be designed so that there is an equal participation from both the sides.

- research well for the discussion subject so that it can be guided to a definite direction.

- also for a discussion to progress there has to be a point of conflict.

- you have to be able to see both sides of the discussion

WHAT IS A RADIO FEATURE ?

A **radio documentary** or **feature** is a radio documentary program devoted to covering a particular topic in some depth, usually with a mixture of commentary and sound pictures.

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Some radio features, especially those including specially composed music or other pieces of audio art, resemble radio drama in many ways, though non-fictional in subject matter, while others consist principally of more straightforward, journalistic-reporting – but at much greater length than found in an ordinary news report.

WRITING A RADIO FEATURE

Answer the following questions if you are writing a radio feature

• Who is your target audience?

•What is your subject of interest?

•Why would the audience want to hear your radio feature?

•Is there a proportionate mix of aural sense appeal, curiosity and conflict in your feature?

WHAT IS A RADIO PLAY ?

Radio play or **Radio Drama** is a form of audio storytelling broadcast on radio. With no visual component, radio drama depends on dialogue, music and sound effects to help the listener imagine the story. sri.mukul@gmail.com, http://mukulmedia.blogspot.com/

It is a play to listen to (i.e. with sound only), for radio broadcasting. They were especially popular before there was television. They were often live.

FORMAT FOR WRITING A RADIO PLAY

Too many characters lead to confusion. Restrict them to three or four

Introduce the element of conflict to keep the listeners hooked

Long radio plays are unbearably monotonous. Avoid them

Incorporate special effects such as sounds of footsteps, door bell etc.

Background music must always be in sync with the play's mood

WHAT IS RADIO INTERVIEW ?

- A **radio interview** is where the interviewer is a radio show presenter and he/she asks questions pertaining the subject in question to a person/expert/celebrity who is invited on air to answer them.

- Every interview is different, with its own special challenges. In a program, an interview can run for several minutes or it might end up as a brief, edited comment.

TYPES OF RADIO INTERVIEWS

1. OPENING UP INTERVIEWS

a. HUMAN INTEREST INTERVIEWS
b. PERSONAL INTERVIEWS
c. HIGHLY SENSITIVE INTERVIEWS

2. PINNING DOWN INTERVIEWS

RADIO INTERVIEWS : QUESTIONS TO THINK ABOUT

WHO ?

WHY ?

WHAT ?

WHEN ?

WHERE ?

HOW ?

SOFTWARES USED FOR RADIO PRODUCTION

For radio production several softwares are used which are also available online. With the help of these digital sound editor softwares, recording can be edited for a desired production. To list a few:

COOL EDIT

SOUND FORGE

VEGAS

COOL EDIT

All of the functions required for taking an audio project from conception to completion are included in *Cool Edit*.

Cool Edit Pro allows you to record and mix up to 128 stereo tracks using any Windows-compatible sound card. It also supports multiple multi-channel sound cards.

Cool Edit provides you with a variety of audio formats from industry-standard .wav, .au, and .aif files, to popular compressed formats like .mp3, mp3PRO, and wma.

Getting to Know Cool Edit

Cool Edit Pro is a powerful single-waveform editor that can be used to play, record, modify, and process mono and stereo waveforms. *Cool Edit Pro* can also digitally record and mix numerous audio files (using up to 128 tracks) to either a single sound card or multiple sound cards, while providing for real-time effects and level/pan mix adjustments in a non-destructive editing environment.

Cool Edit Pro's Two Main Views

While in Edit View, *Cool Edit Pro* can be thought of as being a single-waveform editor that can be used to record, edit, and process mono and stereo waveforms.

On the other hand, Multitrack View is where *Cool Edit Pro* allows you to record, play, and mix multiple tracks of audio in a virtual 128-track recording studio. Real-time effects can be applied, relative track volume and stereo placement may be adjusted.
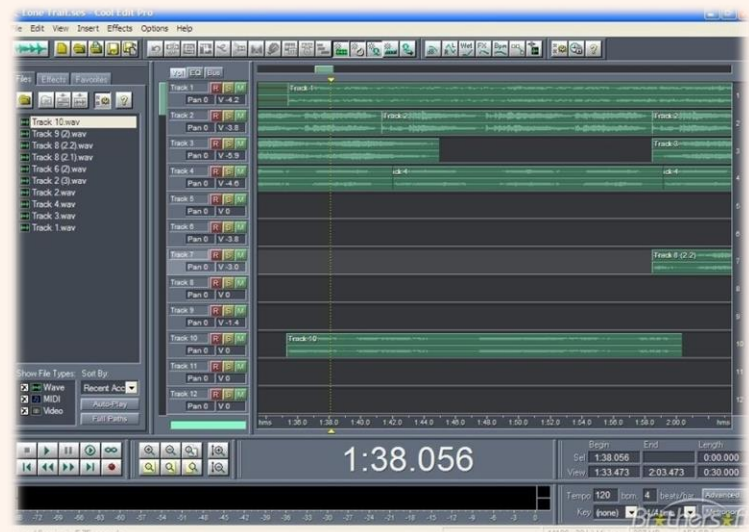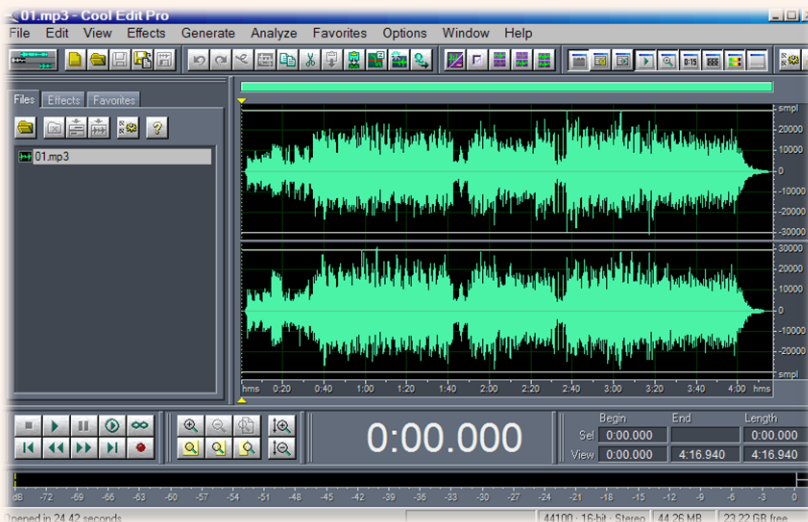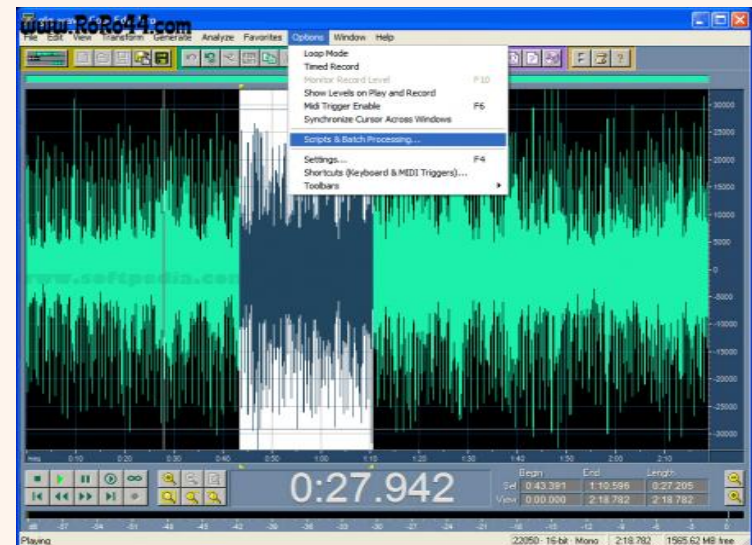
EDITING A WAVEFORM

Select the part of the waveform you want to edit, in the single track view or the edit view, right click it and chose the edit options

An undesired part of the waveform can be deleted by pressing ctrl+x, for undoing an action press ctrl+z

Multiple files can be opened in the multiple edit using ctrl+o
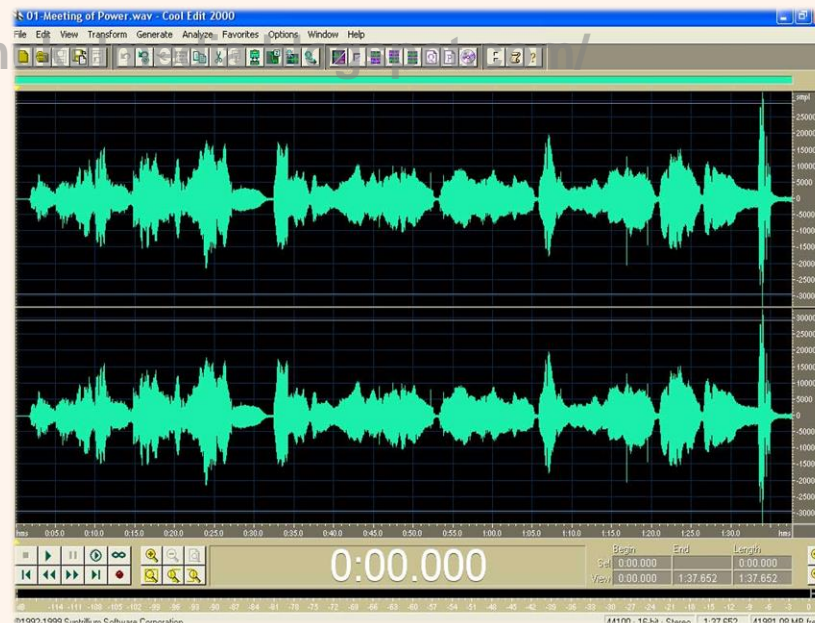
MULTITRACK EDITING

- *Cool Edit Pro's* interface for multitrack editing is the referred to as the Multitrack View

- Getting audio into the multitrack environment

- The File menu in the Multitrack View offers functions relating to opening, saving, and otherwise manipulating session files.

MIXING

It is the process of combining multiple audio sources (or tracks) together for output as a single source. Output is generally in the form of stereo pair of channels (a right and a left) though mixes may be directed to more than two channels for output.

Thank You